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AUTHOR Olmstead, Phyllis M.
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ABSTRACT

A study analyzed the readability of seven central Florida newspapers (one of which is a college newspaper) and "USA Today." "Rightwriter," a grammar checker and readability computer program, was used to evaluate front page articles for each of the eight newspapers. The readability formulas invoked in the readability program included the Flesch-Kincaid, Flesch, and FOG indexes. Results indicated that the average readability levels of the individual newspapers ranged from 9.37 to 14.68 using the Flesch-Kincaid, 10.28 to 15.78 using FOG. A rank order correlation of the three possible pairs of the tests was statistically significant for all pairs. Findings suggest that each of the papers (except the college paper) should consider encouraging its reporters and editors to write articles that are more easily understood by their target population. (Four figures of data are included; 20 references, a glossary of terms, a description of each front page and the text of the articles, a sample hardcopy of the "Rightwriter" program, and an appendix of data are attached.) (RS)

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READABILITY OF
CENTRAL FLORIDA NEWSPAPERS

Phyllis M. Olmstead, M.Ed.
University of Central Florida

Spring 1993

620 Sherwood Oaks Circle
Ocoee, FL 34761-1414
(407) 299-6159

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ABSTRACT

The researcher analyzed the readability of seven Central Florida newspapers and *USA Today*. *Rightwriter*®, a grammar checker and readability computer program, was used to evaluate front page articles for each of the eight papers. The readability formulas invoked in the readability program included the Flesch-Kincaid, Flesch, and FOG indexes.

The average readability levels of the individual papers ranged from 9.37 to 14.68 using the Flesch-Kincaid, 10.28 to 15.78 using the FOG. A rank order correlation of the three possible pairs of the tests resulted in was statistically significant for all pairs at the .05 α level.

The article contains a twenty item bibliography reference list, three tables, a glossary of terms, and three appendixes.

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REVIEW OF THE LITERATURE

Many methods of estimating readability have been developed over the years. Chall and Conrad (1990) cited a Chall and Klare research project that identified and described over fifty readability formulas. Klare (1963) lists and describes 31 formulas and some of their variations. Some readability formulas use trained judges, word lists, measurement of text length, or sentence length and word difficulty to determine difficulty level of the text (Chall & Conrad, 1990; Chall, Conrad, & Harris-Sharples, 1991; Cottler, 1987; Fry, 1977; Klare, 1963; Zakaluk & Samuels, 1988).

Some scales are difficulty indexes (0-100); lower scores reflecting higher levels of difficulty (Quesoftware, 1990). Some difficulty indexes have approximate grade level translation charts where a researcher can estimate the level of American education required to read and understand the text (Klare, 1988). Other formulas translate the difficulty level of the passage into approximate grade level reading ability (Quesoftware, 1990; Fry, 1977). During the 1920s and 1930s pioneers in readability concluded that sentence length and word difficulty were the best predictors of reading level (Klare, 1963; Zakaluk & Samuels, 1988).

Some readability studies were developed using common word lists. Several authors claim that it was Edward Thorndike's vocabulary and comprehension studies that

triggered the use of word lists in readability studies after he published a list of the most commonly used English words in 1921 (Chall & Conrad, 1990; Klare, 1963). Words were selected as being commonly recognized within a given population. The percent of words not on the list (not likely to be known by the reader) indicates the level of reading difficulty. This procedure makes the major assumption that the list is valid for the population the writing is being measured for AND that the given population have had similar life experiences. One example, the Dale readability index used 769 to 3,000-item word lists (Harrison, 1980; Chall and Conrad, 1990).

Chall, Conrad, and Harris-Sharples (1991) conducted a longitudinal study on the reading levels of textbooks and the reading levels' relationship to student SAT scores. They concluded,

> By the eleventh grade, most of the textbooks used during the years of the SAT decline--1963 to 1975--were about 1 to 2 years below the average reading ability of the students and about 2 or more years below the readability levels of the SAT test passages. . . . the decreasing challenge of the textbooks would likely have stronger negative influence on the progress of students who came from lower socioeconomic backgrounds since additional reading materials of advanced difficulty

would probably be found less frequently in their homes than in the homes of more affluent students. (pp. 2-3)

They further state that in fourth grade lower-income children's reading achievement starts decelerating.

Research by Bain (1979) concluded that half of newspaper readers stop after reading lead paragraphs of newspaper articles, and stories that jump further reduces readership. Stories without jumps generally take up more space, resulting in fewer articles per page, but are more likely to be read completely compared to stories that jump to another page. Kevin Catalano (1990) indicates that "people resist stories that require more than high school-skill level." Catalano (1990), Healy (1990), Smith and Smith (1984) all conclude that, on the average, newspapers write over the heads of most readers.

Diane Orchard recommends keeping readability under 9.0 using the FOG Index. Standard (60-70 or grades 8-9), fairly easy (70-80 or grade 7), and easy (80-90 or grade 6) ranges are included in the target readability level for newspapers using the Flesch index. Catalano concludes that wire services, a major source of material for small and medium papers, write in the very difficult and difficult ranges and use extremely long lead sentences even though the API's own guidebook recommends keeping words and sentences short (Wardlow, 1985).

Are Central Florida newspapers meeting the readability criteria suggested by readability studies and the API? Local newspapers should be gauged at the reading level of their populations' reading ability. The daily papers and community weeklies should be scaled toward clients with a sixth through ninth grade reading level. College papers should be gauged from tenth to twelfth grade to meet the needs of readers with a higher education level. A local business paper might need to be scaled more towards the general populace because some business owners and managers do not have high school diplomas or a college education. Articles aimed at a particular business interest group, like engineers or medical professionals, could be written at a higher level due to the educational prerequisites of the field.

METHODOLOGY

The researcher gathered one edition of eight papers during the Spring of 1993. The papers included *The Central Florida Future*, *Orlando Business Journal*, *The Orlando Sentinel--Sunday Edition*, *The Orlando Sentinel--Weekday Edition*, *The Orlando Times*, *The Weekly*, *USA Today*, and *The West Orange Times*. All stories on the front page of each newspaper were keyboarded into separate *WordPerfect® 5.1* files (see Figure 1). Sidebars and teases were ignored. The articles were typed as printed. Typos were not

corrected if detected and sentences that jumped to another page were typed incomplete.

RightWriter® 4.0 was invoked within each article, analyzing each article for readability level, writing strength, descriptiveness, and jargon use (Quesoftware, 1990). The formulas included in the software package were the Flesch-Kincaid, Flesch, and FOG Readability tests. Each article was printed with and without the readability test information (see Appendix A and B). The results of the readability tests were charted for each article of each paper and means were obtained for each paper (see Figure 3). A rank order correlation study was used to compare the Flesch-Kincaid and the FOG, the Flesch-Kincaid and the Flesch, and the Flesch and the FOG index mean scores obtained for seven of the papers. *The Weekly* was not included in the rank order correlation due to the fact that the paper only had one article of only 63 words not permitting an accurate evaluation or a paper average.

Newspapers Examined

The *Orlando Business Journal* (OBJ), circulation 10,000 plus, is published for Friday distribution by mail subscriptions and streetside vending boxes. The OBJ has six reporters and costs $39 a year plus tax or $1 per issue streetside. The circulation area includes Orange, Seminole, Osceola, and three more counties.

The Central Florida Future (CFF) is a free twice-weekly (Tuesdays and Thursdays) college paper at the University of Central Florida which prints 9,000 copies per edition. The CFF is a nonprofit paper with approximately 40 reporters. Distribution occurs on campus by courier to faculty and staff mailboxes and from free paper stands. The paper is intended for college students, faculty, and staff.

The Orlando Sentinel--Sunday Edition (TOS) has an annual circulation average of 384,659 (March 15, 1993). The TOS costs $82.68 per year or $1.50 an issue from paper racks. *The Orlando Sentinel*--Weekday Editions (WOS) has an average daily circulation level of 284,519 for Monday through Saturday. Currently the annual subscription rate is $124.02 or 50¢ per issue. The paper employs approximately 132 reporters who write for both editions. The paper's distribution zone includes Orange, Seminole, Osceola, and parts of Lake, Volusia, and Brevard Counties.

The Orlando Times (TOT) is available by mail for $26.50 per year or 35¢ per issue. The paper has an 11,000 circulation level throughout Orange, Seminole, Lake, and Osceola Counties. The paper is written for the black community. The paper is published on Thursdays and has three reporters on staff.

The Weekly (TW) is a free paper covering Orange, Seminole, and Lake counties. The paper distributes 85 percent of its 180,000 papers yard to yard with the

remaining papers available in racks. The paper has four reporters and is published each Friday. [The week after this report was generated *The Weekly* stopped being delivered door to door in the researchers neighborhood. It was still available locally in racks.]

The West Orange Times (WOT) has a circulation level of 8,000 papers. The WOT is published on Thursdays and is aimed at reaching the Windermere, Ocoee, Winter Garden, Metro West, and Doctor Phillips communities. The paper is $15 per year (with a portion going to the public school of the subscriber's choice) or 50¢ each.

Figure 1--Newspapers, Issue Dates, and Number of Articles on Front Page

PAPER	ISSUE DATE	ARTICLES
Orlando Business Journal	February 19-25, 1993	5
Central Florida Future	February 2, 1993	5
The Orlando Sentinel--Sunday	February 28, 1993	5
The Orlando Sentinel--Weekday	March 3, 1993	6
The Orlando Times	February 18-24, 1993	5
The Weekly	February 26, 1993	1
The West Orange Times	February 18, 1993	5
USA Today	January 19, 1993	5
		37

The *USA Today* is available throughout Central Florida for $113.42 per year delivered or for 50¢ per paper from streetside. The paper is published Monday through Friday

with offices throughout the world. This research is examining the *USA Today* as an alternative to local papers. The paper is entering its tenth year of publication, and a national representative stated that the paper expected to break-even or be operating at a profit for the first time.

RESULTS

The Fog and Flesch methods are based on the use of 100 word samples from the available text. Figure 2 gives the word count for each article or portion of an article on each front page. Only four articles (one each from OBJ, CFF, WOS, and the TW article) had less than 100 words. All front pages, except for The Weekly, averaged over 130 words.

Figure 2--Words Per Article by Paper

	WORDS PER ARTICLE							
PAPER	ART 1	ART 2	ART 3	ART 4	ART 5	ART 6	TOTAL	MEAN
OBJ	209	102	164	54	147		676	135
CFF	182	71	178	163	244		838	168
TOS	189	119	184	206	199		897	179
WOS	325	187	178	195	115	97	1097	183
TOT	451	185	237	360	108		1341	268
TW	63						63	63
WOT	318	211	184	111	207		1031	206
USA	268	199	173	117	199		956	191
TOTAL	2005	1074	1298	1206	1219	97	6899	174

OBJ=Orlando Business Journal, CFF=Central Florida Future, TOS=The Orlando Sentinel (Sunday), WOS=The Orlando Sentinel (Weekday), TOT=The Orlando Times, TW=The Weekly, WOT=The West Orange Times, USA=USA Today

Figure 3--Readability Results From RightWriter®

	READABILITY			
ARTICLE	FLESCH-KIN	FLESCH	FLESCH CONVERT	FOG
OBJ-ART 1	9.68	57.52	10-12	10.51
ART 2	13.29	46.08	13-16	13.99
ART 3	17.70	30.48	13-16	20.29
ART 4	8.92	46.24	13-16	3.40
ART 5	8.79	60.53	8-9	10.01
OBJ--AVE	11.68	48.17	13-16	11.64
CFF-ART 1	9.52	51.16	10-12	9.30
ART-2	8.71	59.35	10-12	10.67
ART-3	9.20	52.40	10-12	10.88
ART-4	14.18	22.23	17 >	13.39
ART-5	5.25	83.47	6	7.22
CFF--AVE	9.37	53.72	10-12	10.28
TOS-ART 1	9.58	56.64	10-12	10.65
ART 2	11.21	54.20	10-12	11.04
ART 3	10.61	52.25	10-12	12.47
ART 4	10.14	55.36	10-12	10.75
ART 5	7.89	64.75	8-9	9.74
TOS-AVE	9.89	56.54	10-12	10.93
WOS-ART 1	12.40	45.62	13-16	13.50
ART 2	9.34	58.38	10-12	10.57
ART 3	8.66	60.77	8-9	9.32
ART 4	8.49	61.82	8-9	9.86
ART 5	18.20	33.13	13-16	20.08
ART 6	6.90	67.76	8-9	8.65
WOS-AVE	10.67	54.58	10-12	11.99
TOT-ART 1	10.11	57.50	10-12	12.10

	READABILITY			
ARTICLE	FLESCH-KIN	FLESCH	FLESCH CONVERT	FOG
ART 2	12.06	41.09	13-16	14.12
ART 3	12.42	43.89	13-16	12.61
ART 4	15.68	31.30	13-16	15.99
ART 5	11.72	40.95	13-16	15.77
TOT-AVE	12.40	42.95	13-16	14.12
TW-ART 1	14.68	45.95	13-16	15.78
WOT-ART 1	13.31	45.19	13-16	14.53
ART 2	10.95	54.77	10-12	11.69
ART 3	11.62	47.57	13-16	12.46
ART 4	8.60	60.38	8-9	10.59
ART 5	10.45	54.73	10-12	12.50
WOT-AVE	10.99	52.53	10-12	12.35
USA-ART 1	10.63	46.50	13-16	10.91
ART 2	9.84	48.04	13-16	11.95
ART 3	11.02	57.53	10-12	12.01
ART 4	9.81	53.36	10-12	9.54
ART 5	7.13	72.16	7	7.78
USA-AVE	9.69	55.52	10-12	10.44

The FOG average grade level readability scores ranged from a low of 10.28 for *The Central Florida Future* to 14.12 for *The Orlando Times*. In 1990, Jane Healy analyzed various sections of ten papers from around the nation using the FOG Index. The FOG scores obtained by Healy ranged from 10.6 for the *USA Today* to 14.5 for *The Washington Post*. The FOG results for the *USA Today* front page was 10.4 in the current study, very close to Healy's analysis of the papers'

multiple sections during 1990 ASNE Literacy Committee study.

The overall FOG index of *The Orlando Sentinel* obtained by Smith & Smith in 1984 was 12.99. The current study produced a FOG index of 10.93 for the Sunday edition and 11.99 for the weekday edition of *The Orlando Sentinel*. The Smiths' study was over a longer period and included various sections of the paper, not limited to the front page, but reflects a higher level of reading difficulty.

The Central Florida Future was the lowest ranking paper on both the Flesch-Kincaid and the FOG indexes. *USA Today* ranked second lowest in reading level in both models. Third lowest was the Sunday edition of *The Orlando Sentinel*. Fourth on the Flesch-Kincaid and fifth on the FOG index was weekday edition of *The Orlando Sentinel*. *The West Orange Times* ranked fifth lowest on the Flesch-Kincaid and sixth lowest on the FOG. The *Orlando Business Journal* sixth lowest (second most difficult) on the Flesch-Kincaid and fourth lowest on the FOG. The paper with the highest difficultly level on both indexes was *The Orlando Times*.

The Central Florida Future, a college newspaper, and the *USA Today* rated at a ninth and tenth grade reading level. *The Orlando Sentinel* ranged from tenth to twelfth grade. On the other end of the spectrum, *The Orlando Times*, aimed at the black community, required the highest level of reading ability, twelve to fourteen years of education. None of the papers fit completely within the six to ninth

grade readability range. Ironically, the paper that came closest to the 6-9 range was the college newspaper. Hopefully, the college paper's readers have somewhere near a twelfth grade reading level.

One important factor in readability formulas is sentence length and, because readers usually determine their desire to read an article after reading the lead sentence(s), it is important to examine those sentences. The *Orlando Business Journal* lead sentences were 12, 15, 32, and two 42 words long. *The Central Florida Future* leads were generally not as long. They were 13, 14, 22, 14, and 30 words long. The Sunday edition of *The Orlando Sentinel* had more consistent sentences lengths of 19, 20, 21, 26, and 29 words. The weekday edition of *The Orlando Sentinel* lead sentences were 11, 12, 17, 27, 24, and 43 words long. *The Orlando Times* had sentences 7(!), 17, 17, 26, and 62(!) words long. *The West Orange Times* sentences were 16, 20, 23, 33, and 38 words in length. *USA Today* had 16, 20, 23, 26, and 29 words in the first sentence.

The Orlando Times had both the shortest and longest sentences, one sentence was 62 words long. The sentence included abbreviations for a congresswoman's party affiliation and state. The sentence also included a complex name of a specific congressional act. Smith and Voelz (1983) found that "Spelling out the information made a significant difference in the ability to comprehend home

state and political affiliation" in a newspaper stylistic code comparison. The volume of information used in the 62 word sentence was not only lengthy but complex. Even if an article is from a wire service, editors should consider adjusting the writing style to the needs of their readers.

In defense of the paper, it must be noted that *The Orlando Times* was the most impressive of the eight papers in appearance. The editor's use of large non serif fonts, blocks or separations between articles, and careful use of red and green accents add to the general appeal of the front page.

A rank order correlation study was conducted on the Flesch-Kincaid with the Flesch, Flesch-Kincaid with the FOG, and the Flesch with the FOG. The Pearson Product Moment rank order correlation study (Kiess, 1989) on the seven papers was statistically significant for all pairs at the .05 α level with 5 degrees of freedom ($r = -0.89$, $r = 0.91$, $r = -0.81$, respectively). The correlation between the rankings of the papers by all three possible pairs of indexes is not likely attributable to mere chance.

Figure 4--Pearson r (Kiess, 1989)

$$r_{XY} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

DISCUSSION

Each of the papers, except the college paper, should consider encouraging its reporters and editors to write articles that are more easily understood by their target population (Harrison, 1980). They should use simpler words, concrete and concise adjectives and adverbs, fewer clauses, and shorter sentences (see Appendix B). Leads should be written as multiple sentences as opposed to one sentence containing all of the vital information about the article. The American Press Institute released a list of fourteen points written by C. A. McKnight, editor of the *Charlotte Observer*, that should be kept in mind while writing and editing newspaper articles (Wardlow, 1985; Fry, 1988). Elliot Wardlow (1985), API Associate Director, suggests keeping the words per sentence under 19. Wardlow's cure for "runaway sentence[s]" is to "use 25 percent more periods, and correspondingly fewer commas and semicolons. . . . The sensible solution for most writing: Remember Western Union. In another day, telegrams said "STOP" after each brief sentence. As your own sentences edge past 20 words, start thinking "STOP." Period (p. 38)."

Readability studies should be conducted regularly by editors and reporters to monitor the reading levels of their work. Readability indexes SHOULD NOT be used to artificially edit work to make the article fit into a particular reading level range (Chall, 1988; Fry, 1988).

Reports need to consciously write in more concise and simpler styles. The readability levels can be used to estimate reading level to determine if editing and rewriting should include concern for difficulty as well as content (Klare, 1988; Fry, 1988). Careful writers should review the API *Effective Writing And Editing* guidebook for journalists frequently for reminders on clarity and conciseness (Wardlow, 1985).

Reporters using personal computers can evaluate the entire article they are writing instead of analyzing bits and pieces of the work. If entire articles can not be evaluated, 100 word samples should be taken from the beginning, middle, and end of the article, respectively (Fry, 1977; Harrison, 1980; Quesoftware, 1990).

The Orlando Times is priced in a range that might meet the needs of lower socioeconomic status (SES) readers, but is written at a level that does not meet the reading level of the general populace, much less the needs of people of lower SES. The paper was the only one examined with obvious typographical errors on the front page.

Lower reading level papers are more attractive to aliterate (can read but don't) people than papers requiring more effort and to those people who want to read but have low reading skills. It would behoove all the papers to check the readability level of their papers and keep their readers in mind during the entire writing process.

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GLOSSARY OF TERMS
(within the context of this paper)

ALITERATE — A person who is cable of reading and writing (literate) but chooses not to exercise those abilities (D. Camp, personal communication, March 1993).

DESCRIPTIVE — Quesoftware uses a scale of 0.1 (terse) to 1.1 (wordy) to describe the use of adjectives and adverbs in the text evaluated. The range 0.2 to 0.9 is called the normal range.

FLESCH — A readability index developed by Rudolf Flesch ranging from 0 to 100 (Quesoftware recommended keeping the score above 40--increasingly easier to read), widely used in the insurance industry. 206.8 - (1.015 x ASL) - (84.6 x ASW). (Quesoftware, 1990; Klare, 1988; Wardlow, 1985; Klare, 1963)

FLESCH-KINCAID — The United States Government Department of Defense required readability formula. "Grade Level = (.39 x ASL) + (11.8 x ASW) - 15.59, ASL = average sentence length. . . ASW = average # of syllables/word[s]. . . . A good range is 6-10 (Quesoftware, 1990)."

FOG — Readability index developed by Robert Gunning is mainly used in education. Calculate by adding "the average sentence length [ASL] . . . and poly syllable count (number of words with three or more syllables). A good range is 8-12 (Quesoftware, 1990)." (Wardlow, 1985; Klare, 1963)

JARGON — Words that are peculiar to a specific industry or group that may not be known to the general public. Quesoftware defines the most common type of jargon as words "created by turning common verbs into nouns and common nouns into verbs."

READABILITY — Quesoftware uses a scale ranging from 1.0 (beginning of 1st grade) to 50.0 (unreadable). The software package suggests a target readability range from 6th to 10th grade (6th, 7th, 8th, 9th, inclusive).

SIDEBARS	Sections of text with line boxes that do not form paragraphs or are bulletted facts about a specific topic.
STRENGTH	Quesoftware uses a scale of 0.0 (weak) to 1.0 (strong). Characteristic of strong writing are using the active voice, shorter sentences, less wordy phrases, more common words, few cliches, positive wording, few slang words, few abbreviations, stronger phrases, or fewer ambiguous adjectives and nouns.
TEASES	Short introduction leads with a page number citing an article on another page. Teases may include pictures or graphics and may be set off in separate line boxes.
TYPOS	Obvious typographical errors or misspellings that were caught during editing.

APPENDIX A

Front Page Description
Article Hardcopy

Orlando Business Journal
February 19-25, 1993

Contents of front page:
5 jump stories--1 in green box with full color picture 2.25" x 4.5", 1 with 2 color graphic 2.5" x 2.25" and 1 photo 1.5" x 1.15", 1 in line box with red bar under section title (In Brief--type articles)
2 tease, 1 with b & w photo, 1 on bottom blue bar
1 index
The paper is available in boxes for $1 per weekly edition. It is targeted at business people in the greater Orlando area. The paper is small and book like.

Article 1

Theodore C. "Ted" Pope Jr. and a small metro Orlando investor consortium plan to break ground this summer on a $100 million, 2,735-acre adult residential and recreational complex at the edge of the Ocala National Forest 40 miles north of Orlando in Lake County.

"It will be first class all the way," Pope says.

The "first class" is a reference to an investigation into the Orlando Utilities Commission's travel expenses last June that led Pope to retire as executive vice president and general manager after serving OUC for 33 years. He set up a utilities consulting business, Ted Pope Enterprises.

Now Pope is in the real estate business. Called the St. Johns Reserve, Pope's project is being built as a planned unit development within the rural village concept outlined by the Florida Department of Community Affairs.

The project is expected to take 20 years to build out. It is 30 miles from Daytona Beach and 40 miles north of Orlando at Crows Bluff, a blip on the map at the intersection of County Roads 42 and 44 on the St. Johns River on the outskirts of Deland.

Pope says he has "a 20 percent equity interest" in the project that could grow higher when the East Lake Utilities facility

Article 2

The Bank of America National Trust and Savings Association of Costa Mesa, Calif., has purchased R&R Ltd.'s $3.1 million, 5-year-old defaulted mortgage note from the Resolution Trust Corp. for an undisclosed price.

The action may finally get 21 investors in a downtown Orlando parking garage off the hook as personal guarantors on the loan, which was made by the now failed First F.A. Ten of the investors have suits pending against R&R's general partner, Oscar Juarez, and the RTC.

"That decision will be made by the purchaser, so far as relieving any parties of their personal liabilities through the trans-

Article 3

When contract-letting time comes around for the new $117 million Orange County Courthouse in downtown Orlando, the horde of general contractors bidding on the project will make sure they have a solid representation of experienced minority and women contractors on their team.

"That's not the only point-winning element that Orange County commissioners will be looking at , but it will be an important one," says Mark P. Wylie, executive director of the Associated Builders and Contractors Inc.

"Politics will definitely be a part of the selection process, but one of the strongest point-winning elements will be expertise in similar projects, either locally or elsewhere," he says. "Quality construction is uppermost in everybody's mind these days, and the commissioners for sure don't want to be embarrassed by picking a contractor who won't be able to produce". . .

. . . From check to Checkers.

Roy Scheid, an Orlando Checkers Drive-In Restaurant franchisee who filed suit late last year against the Clearwater-based chain, is opening a

Article 4

In Titusville, the Renaissance Retirement Center is headed for a tax sale.

In Sanford, Renaissance Retirement Ltd. II has been granted extra time by the Florida Department of Health and Rehabilitative Services to come up with the estimated $19,000 it will take to bring the three-story center's smoke detection system into regulatory compliance

Article 5

Orlando's SunBank has financed a full-length feature film to be distributed by 20th Century Fox. It is the first time a Central Florida-based bank has fully financed a feature film.

Although few details about the film are available, the loan exceeds $10 million, according to Pam James, vice president of corporate banking and SunBank's resident entertainment industry expert. Industry speculation is that the deal is worth $12 million.

James did say it is a horror film scheduled for release Sept. 1. Production already is under way in California.

"We are bound not to release the title or the producer or any of the details about the film," James says. "And it's hard because this is really exciting.

"It's a small film by industry standards, about the smallest a studio like 20th Century would be involved with," James says. "But it's a big step for us."

The Central Florida Future
February 2, 1993

Content of front page:
3 teases, 2 with graphics, 1 with small photo
1 index
1 photo with 2 sentence caption, 6" x 4" b&w
2 full stories
3 jump stories
date bar, bottom bar, & tease drop shadows were red

The UCF Student Government article, art3.cff, was enclosed in a shaded box. The dots used for shading caused the text to dance and reduced the readability of the serif font. If the shade is to be used another font or bold should be selected to prevent visual distortion when read.

Reducing the jump size of art3.cff or shrinking the font of art2.cff would have allowed more of art2.cff, on registration, prior to it jumping pages.

Article 1

UCF nursing student Heather Scaglione died in Orlando Regional Medical Center of complications after a car accident that occurred on Jan 20.

Scaglione, 27, had been attending UCF for the last three years and was to graduate this May. Actively involved in the nursing community, she helped coordinate a national convention of student nurses in San Antonio last year and also served on the Florida Medical Board.

In addition, Scaglione had published several article in nursing magazines, including Pacemaker and Imprint. Last year, she had been elected to the post of president for the National Student Nurses' Association.

Before coming to UCF, she had done nursing work at Oakhill Hospital in Brooksville.

Scaglione was described by her husband, Don, as someone whose "whole drive was for the nursing profession."

He wished to thank the UCF community for helping him cope with his loss.

Memorial services were held Monday at St. Anthony's Catholic Church in Brooksville.

Memorial contributions can be made to the Heather Scaglione Scholarship Fund, care of Joyce Doerner, acting chair, Department of Nursing; Post Office box 216210; Orlando, FL 32816.

Article 2

As a result of breaking its record for spring enrollment, UCF will be able to spend an additional $600,000 on summer classes this year.

"Its a win-win-win situation," said Stewart Lilie, dean of Undergraduate Studies."

University Registrar John Bush said at the end of regular registration, UCF enrolled 16,739 students.

"At the end of continuous registration, we were 18,551," he said.

One of the reasons enrollment was down last

Article 3

UCF is in search of a new student body president and vice president.

Student Government is now distributing petitions to prospective presidential candidates. With Student Body President Jason DiBona and Vice President Mark Dogli on their way out, candidates see 1993 as the year to run for office. Two tickets picked up petitions on Monday and more are expected within the next few days. Brian Handshuh, Student Government director of internal affairs, estimates that between four and five tickets will be on the ballot. Three hundred student signatures are needed to be placed on the ballot. Candidates have until Thursday to pick up petitions and to declare candidacy.

Handshuh said the mood is different this election. "People are paying more attention than usual," he said. Unlike past elections, candidates are asking more questions about the election process and campaigning.

Student government Chief Election Commissioner J.R. Rodda expects a good race due to the variety of choices. He hopes more students will be encouraged to vote because of the increase in tickets.

Rodda said candidates were concerned with not

Article 4

The Board of Regent's Selection Committee named the UCF associate vice president for academic affairs Frank Juge, as one of six candidates for the presidency of Florida's 10th university Thursday.

The only UCF candidate to make it to the final round, Sarah H. Pappas, President of the Daytona Campus, will participate in another round of interviews at the beginning of February. Last week, committee members interviewed 12 candidates.

Colleagues and associates of the candidates will be interviewed in the candidates' hometowns by State University System of Florida Chancellor Charles Reed and Patricia Haynie, vice chancellor for Health Affairs, while the committee conducts panel discussions. The Regents will make a final decision in late February.

The other candidates are: Mark Auburn, senior vice president and provost, University of Akron; Linda Bunnell Jones, vice chancellor for academic affairs, State University System of Minnesota; Roy McTarnaghan, State University System of Florida vice chancellor; Gresham Riley, Colorado Commission of Higher Education; and Piedad Robertson, Massachusetts secretary of education.

Article 5

Single parents attending UCF said they often struggle with guilt, day-care and money.

They said the guilt of spending so much time away from their children is the hardest part of college.

Diana Parsons, 29, is in a master's program at UCF. She takes her son Ben to UCF's Creative School for Children most mornings at eight.

"Sometimes I don't pick Ben up until 10 or 11 at night," Parson said. "I feel so guilty leaving him for so long. He's a great kid, so that makes it easier."

The Creative School for Children costs students $68 a week from 8 a.m. to 2 p.m., or students can pay $2 an hour and pick their schedule.

"It makes it a lot easier to leave Ben when I know he will be having a good time," Parsons said.

"I'm taking a heavy course load now so I can get through quickly," Parsons added. "I want Ben to be in a stable environment where I can support the two of us.

Parsons said she doesn't work and receives financial support from her grandparents. She has also taken out the maximum Stafford Loan.

"I'm finishing in debt, but it'll be worth it," she said. "This was the only way I could make it through."

Mary Jo Matas, 40, a senior at UCF, said she spends most of her time keeping up with her homework and the homework of her two children who are 10 and 13.

The Orlando Sentinel
Sunday, February 28, 1993

Content of front page:

10 tease, 2 with navy bars at top, 1 with color photos 2" x 3.75", 1 with color photos 5" x 3" within line box, 3 within index box, 1 with graphic logo within index box, 1 with light green shade

1 solicitation for phone information line

5 jump stories, 1 with color photo 4" x 6.5", 1 with color photo 3.25" x 5" in line box

Colors include navy bars at top of line boxes and one at foot of line box, 1 grey bar at top of line box with navy headline, light green bar at head of paper with

tease, red headline in tease, red in graphic logo in tease, teal bar in top of index box

This edition of a daily paper was delivered for Sunday route only. The shelf cost for the Sunday edition is $1.50. There are numerous tease lines and the index covers ten topics. Color is used extensively in photos and offset bars. Each photo has a graphic even if the photo accompanies an extensive story. Four of the articles had subheadings as well as a large font headline. Major issues covered included the bombing of the World Trade Center in New York and Bike Week in Daytona Beach.

The bomb story was compiled off of wire reports (wire service unnamed). Three stories were from Sentinel staff writers. One article was from the Sentinel's Washington Bureau.

Article 1

Police investigators Saturday called the World Trade Center blast that killed at least five people a "callous criminal act" and said terrorists might have been responsible.

Traces of nitrate found at the scene, combined with the amount of heat and damage caused by the noontime blast, strengthened the bomb theory, Police Commissioner Raymond Kelly told a news conference.

"Our best guess is there is a high probability it was a bombing, possibly terrorist related," said James Fox, director of the FBI's Manhattan office.

New York Gov. Mario Cuomo, fresh from a tour of the damaged area, was more blunt: "It looks like a bomb; it smells like a bomb; it probably was a bomb."

However, more than 24 hours after the blast that also left at least two people missing and 1,042 injured, investigators' hunt for clues in the rubble of the trade center's devastated parking garage yielded little.

"It's like an archaeological dig," one law enforcement agent said.

Unsafe conditions, also delaying the search for additional victims, could stymie investigators through the weekend.

In Washington, President Clinton promised to "find out who is involved and why this happened."

Article 2

First thing in the morning, Army Col. Paul Williams at U.S. Central Command must tackle his overnight messages--no small chore, for there may be as many as 100.

But then, Williams, chief planner for MacDill Air Force Base, deals with the biggest of big problems: wars, famines and other disasters in the Middle East, Southwest Asia and parts of Africa.

In Somalia, U.S. forces gradually have begun pulling out from their mission of protecting food targeted for millions of starving people. But the Marines still face continued skirmishes with local warlords and trigger-happy snipers.

In Iraq, Saddam Hussein is probing for new ways to unnerve neighbors and harass the United States.

"It goes on like that all the

Article 3

At first, President Clinton's economic plan seemed so simple: raise taxes, cut spending and stem the tide of federal red ink.

But many economists have found something different in Clinton's 145-page blueprint called "A Vision of Change for America."

They see a plan for bigger government that seeks $2 in tax increases for every $1 in spending cuts over the next five years, while barely touching the red ink.

Veteran Capitol Hill economist Allen Schick sees a revolutionary rise in taxes--$385 billion over five years--masquerading as an attack on the deficit, that yearly shortfall between what the government takes in and what it spends.

"The president is using the cover of the deficit to impose higher taxes to increase government spending," the University of Maryland professor said.

What's this? The deficit could be a mask for higher taxes and bigger government? Not so, say the president's defenders.

"We won't vote for any tax increases on the wealthy or anybody else unless there are assured cuts in spending," said Rep. Sander Levin, D-Mich, a member of the powerful House Ways and Means

Article 4

Richard Lynch doesn't come to Bike Week to watch the Daytona 200, nominally the hub of this annual spectacle.

This Harley-Davidson rider from North Carolina believes in America first and has no use for those finely tuned "rice burners," biker slang for the Japanese-made motorcycles that dominate at Daytona International Speedway.

"I don't go for the races," says Lynch, his lip curling as he peers over "Harley"--emblazoned shades. "Don't care nothing about it. I come here to see the sights and have a good time."

The sentiment is all too familiar.

"You have two groups," says Dick Maxwell, vice president of the 200,000--member American Motorcycle Association.

Harley enthusiasts, he says, "ride right by the speedway and they don't know what's going on inside."

It is one of many divisions and quirks of this raucous and raunchy event, a patchwork of people held tenuously together by the bond of rumbling cycles and maverick personas.

Sort of like the Republican Party's "great big tent" ideal--meant to show broad inclusion of often opposed peoples and beliefs--there are many paradoxical niches pitched under the Bike Week big top.

Not all of the differences are as stark as the division between racers and Harley riders.

Article 5

Ed and Betty General were thrilled with their first home until it rained and paint washed off the outside walls. Then the front door fell on the stoop.

The concrete slab in the garage cracked. The sliding glass door in back sprang a leak, staining the carpet. And on and on.

Betty General, factory worker and mother of three, compiled a two-page list of complaints, but it did no good. The builder was out of business.

Many of her grievances are echoed by other homeowners in the Villages of Timberleaf subdivision off Kirkman Road in west Orlando.

When it opened in 1988, Timberleaf was trumpeted as a rare achievement, a project with affordable housing where government red tape was dramatically cut to reduce costs but not quality.

The idea was to pass the savings directly to buyers, many of whom would earn as little as $20,000 a year and would be purchasing their first home.

It was a concept Orlando eagerly sought. With service industry wages comprising so much of the area's economy, low-cost housing is critical.

Timberleaf, though, never lived up to expectations and quietly closed its sales office in 1991, defeated by financial and le-

The Orlando Sentinel
Wednesday, March 3, 1993

Content of front page:

9 tease, 3 with aqua blue bars at top, 1 with color photo 1.75" x 1.75" with aqua top color bar, 2 with graphics and aqua top color bars, 3 within index box, 1 with graphic logo within index box, 1 in red bar for next day paper, 1 in light blue head bar

1 solicitation for phone information line

6 jump stories, 1 with color photo 2" x 3" in line box, 1 with 5 black and white photos (3" x 5.5", 3" x 3.75", 1.75" x 3.75", 2-1" x 1.5") in line box]

Index with 10 items, 3 tease, 1 tease with logo graphic, 1 information phone solicitation

Colors include navy bars at top and bottom of 1 story line box and one at foot of line box, light blue bar at head of paper with tease, tease in red bar, blue and green in graphics in teases, aqua bar in top of index box, green bar above top story headline

This edition of a daily paper was 50¢ of the shelf. There are numerous tease lines and the index covers ten topics. Color is used in only two photos and offset bars. Each photo (except tease) has a caption even if the photo accompanies an extensive story. Four of the articles had subheadings as well as a large font headline. An FBI--Cult standoff was the major issue

covered. Two stories set off in one line box and five black and white photographs of the cult leader were included.

One of the Cult articles was compiled off of wire reports (wire service unnamed). One story was from Sentinel staff writer. One article was from the Sentinel's Washington Bureau. Three articles were from other major papers: *The Fort Lauderdale Sun-Sentinel*, *The Washington Post*, *The Dallas Morning News*.

Article 1

A worker at an Orlando school for emotionally handicapped children was arrested this week on charges that he molested an 11-year-old boy while working for the state in a similar job three years ago.

Orange County sheriff's detectives said they probably could have charged Miles Craig, 26, of Orlando in August 1990 if the state Department of Health and Rehabilitative Services had reported the allegations to police, as required by law.

HRS Orlando-area administrator Paul Snead insisted the agency had reported the alleged assault to the Sheriff's Office and immediately fired Craig. They said an internal agency investigation later cleared the employee, however.

Since then, Craig has worked with children at several institutions in Orange and Seminole counties. He was arrested after the mother of the 11-year-old boy told deputies that Craig was still working with troubled children.

"Our main concern is because this person has remained working in the capacity with emotionally handicapped children over the past two years, we feel there are probably other victims out there," said Cpl. Ken Cox, head of the sex crimes investigators. "We know of two that are not identified yet."

After a two-week investigation, detectives arrested Craig Monday on charges of sexual battery on a child under 12, sexual activity by a custodial authority and lewd and lascivious behavior in the presence of a child. He was being held without bail at the Orange County jail.

He was fired Tuesday from his job as a tutor and crisis team member at the Orange County School Board's Cherokee School, said sex crimes Investigator John Moch. Craig resigned from an HRS counseling job last week, shortly after being confronted with the allegations by detectives.

The victim, now 14, told sheriff's investigators that Craig would come into his room at night at Seagrave House--now Devereaux House--one of Orlando's oldest psychiatric treatment centers for children. The home deals with disturbed children at HRS

Article 2

President Clinton vowed last month to build a less expensive space station. But directors of the $30 billion NASA project had some bad news Tuesday.

For openers, they told a congressional panel, the station is now a $31.3 billion project.

And the projected sticker price may keep going up--another $503 million by 1995 alone--if NASA can't contain potential cost overruns on the portion of the work being done at Johnson Space Center in Houston.

That testimony to a subcommittee of the House Science, Space and Technology Committee came as NASA fended off criticism of its failures to deliver projects on time and at the promised cost.

"What we're talking about today is a fundamental problem--not just with the space station, but for other NASA programs," said Rep. Dana Rohrabacher, R-Calif. "What we need is revolutionary reform at NASA. Whether it be a space toilet or a space station, the taxpayers' dollars are being flushed into the dark hole of space."

The space station was initially proposed as an $8 billion project in 1984. By the time detailed design work was under way a few

Article 3

An armed religious cult's leader failed to surrender as promised Tuesday. Military vehicles surrounded his compound as a standoff dragged on into its third night. A source said the death toll was at least 14.

Authorities have confirmed that four federal agents and at least two people inside the compound were killed in gun battles Sunday.

But a federal official, speaking on condition of anonymity, told The Associated Press on Tuesday that at least 10 were dead inside the compound.

Officials have said about 75 people were in the compound, but cult leader David Koresh has claimed more.

At least 18 children and two adults have been released since the siege began. Several buses and minivans left the compound at about 8 p.m. Tuesday, but it wasn't known if anyone else had been freed.

Earlier, officials at the compound were reporting that as many as 20 more children could be released soon, said Bryan Gilbert, spokesman for the state Children's Protective Service.

In a 58-minute taped statement broadcast earlier Tuesday on Texas radio stations at the FBI's

Article 4

The family of Vernon Wayne Howell remembers a personable kid with a gift for restructuring broken machinery.

Some of David Koresh's former followers describe him as a disagreeable, profane bully. The *Waco Tribune-Herald* reports he had sex with young girls in the name of God. And Koresh, the son of a carpenter, claims to be the return of Jesus Christ.

Howell, the boy who knocked around Dallas and East Texas with a pooch named Jet Fuel, became Koresh, the cult leader now tied to the deaths of four federal agents.

Vernon Howell, born out of wedlock, didn't meet his father until he was 17, family members said. David Koresh, an identity born of his own religious convictions, is the self-acclaimed representative of God for more than 75 people.

Even his mother seems confused by the contradictions. During an interview at her East Texas home in Chandler, Bonnie Haldeman alternated between calling her son Vernon, the name she gave him, and David, the name he legally chose in 1990.

"He is not a vicious person," she said. "He's not the monster experts say he is. He loves children."

His paternal grandmother blamed the govern-

Article 5

The National Transportation Safety Board Tuesday recommended a nationwide crackdown on teen-age driving, including a night-time curfew on driving by younger teen-agers and license suspension on the spot for adolescents caught driving with any amount of alcohol in their blood.

The board said that although there has been some improvement in the past decade, teen-age drivers account for a far higher proportion of highway fatalities than do adults in relationship to their numbers.

The board painted a picture of younger teen-agers who have easy access to alcohol and often drink and drive, especially on Friday and Saturday nights, and who die at a higher rate than adults because they are

Article 6

After nursing baby Rebecca at her development's swimming pool, Eileen Rosenblatt got a note from her neighbors saying, "Breast-feeding should be done in privacy at home."

"This kid was practically suffocating under a blanket so nobody would see anything," said the Sunrise woman of the admonishment she received last May. "It's food. That's how she eats. I eat a piece of pizza. She drinks breast milk.

In a darkened movie theater in Jensen Beach, a female manager screamed at Susan Tracy for breast-feeding her daughter.

Said Tracy, 29: "I feel, gosh, you go to the

The Orlando Times
February 18-24 1993

Content of front page:
2 full stories
3 jump stories, 1 with b&w photo 2" x 1" in line box, 1 with b&w photo 4.25" x 6" in line box

4 tease, 1 with photo 5.75" x 4", 1 with logo in green shade box with tease, 1 in red shade box, 1 in black shade box
Red bar beneath date line (date-extremely small font)
Red and green bars at head and foot of page
1 index box, with green wording

Sharp non-serif font throughout page makes this 35¢ weekly paper very legible. It is a full sized page newspaper that is attractive and discretely attracts attention with careful color placement. Two photos are fairly discernible. The teaser photo is large but the clarity of the people photographed is very poor. This is a problem with black and white photography using black subjects or products against dark backgrounds. Photographers need to very careful in composing a black and white photograph with black subjects or products.

Article 1

Central Florida's streets are becoming increasingly dangerous. No longer is a trip to the grocery store so simple when we are constantly potential victims to the heinous of crimes. Too often the perpetrators of these crime are young black men and women who feel the system, their parents and society have failed them.

In recent months Central Floridians have witnessed the ugly depths of consciousness in the depths of young men who have caused the senseless deaths of two innocent children, the assault and kidnapping of their mother, the murder of three Bethune Cookman College students and a malicious car jacking resulting in the deaths of two teenaged males.

The youth who are committing these crimes operate under the assumption that their violent acts are gaining them the respect that fuels one act to the next. High school student Rodreta Law Delved into the minds of the Mobb, a five member gang whose code names reflect some aspect of their personality or attire. The are Dre, Ace, O.J., Snoop and Dreads. These young men take responsibility for hundreds of Central Florida's robberies, shootings, and assaults.

Their violent acts were explained as wasy [sic] to combat fear and to gain respect. "Respect is what everybody is goin' for. If you don't have it, you don't have zip!" explains Dre. And although thei [sic] violent acts get them the false sense of respect they seek, some members expressed remorse after having harmed another person. "It's wrong, but I do it and later on regret it," one responded.

Even in their teenage years though, some youth have become so harded [sic] by street life until human sensitivity is replaced by ruthlessness. "I don't care. The community doesn't care about me and I don't care about the community," says offender LaTonay Mansfield.

Responses like these indicate that there are serious flaws in the foundations of their lives often persisted by an unstable

home environments, failure of the juvenile rehabilitation centers and the nations inability to understand the cries for attention.

Kenneth Findley, a ninth grader at Evans High believes that not enough attention is focused on youth and their problems. "I think most of us feel that the problem with us teenagers is not exactly out of hand, but we still need to get it under control. And we can do so by finding a way to get inside the heads of today's teenagers."

Although a solution to teenaged violence has yet to be created, it is obvious that the youthful perpetrators need some type of positive guidance within their communities. The Evans High School students agreed that without a supportive home environment, their peers will continue falling victims to the streets while also making victims of others.

Article 2

Governor Lawton Chiles appointed African-American attorney Michael Chavies [sic] of Miami to a judicial vacancy on the state's 11th Judicial Circuit, which consists of Dade County.

Chavies [sic], 43, has been in private practice since 1985, specializing in criminal defense. He served as former assistant public defender for Dade County from 1981-1985 and for Duval County from 1975-1981. He previously served as an 11th Circuit judge, from Jun 1982-January 1993.

"I am pleased to re-appoint Michael Chavies [sic] to the bench in Dade County. With his appointment, the people of the 11th Circuit have an experienced and dedicated servant on the court," Chiles said.

Chiles added that he believes it is important for Florida's judiciary to reflect the diverse composition of the state. Chavies' [sic] appointment affirms the Governor's commitment to expanding minority participation at all levels of government, particularly the criminal justice system. Since Governor Chiles took office, more than half of his appointments to the judicial nominating commissions, which recommend candidates for vacancies on Florida's courts, have been African-Americans.

Chavies [sic] received a bachelor of arts degree in 1971 and a law de-

[Editor's note: In the title of the article and the jump the subject's name was spelled Chavis. In the body of the article the name was spelled Chavies.]

Article 3

In a meeting today with President Bill Clinton at the White House, Congresswoman Corrine Brown, (D-FL) came away knowing that two of her campaign promises will soon be fulfilled --an investment in children through a fill funding of the Head Start Program and an investment in infrastructure and the economy

through the full funding of the Intermodal Surface Transportation and Efficiency Act.

Following the President's announcement, which will again be repeated in his "State of the Economy" address Wednesday night, Brown said, "Mr. President, I want to thank you for helping me quickly fulfill two of my campaign promises; investing in children and investing in economic growth. It is important that we held our people from day one, that is what Head Start does. As for Surface Transportation funding, that helps us create jobs, stimulate the economy and reduce the deficit."

In today's meeting and in testimony before the House Economic Development Subcommittee on February 3, Brown noted that the current unemployment rate of 7.1 percent is unchanged from a year ago. Such a high rate of unemployment is a considerable drain on the U.S. Treasury. According to the Congressional Budget Office, each percentage point of unemployment adds $50 billion to the deficit.

According to Brown, "The jobless rate must be reduced if our Nation is to grow and prosper. I congratulate the President on his desire to stimulate the economy, but he must take action immediately."

Article 4

The struggle continues to include African-American history in that which we consider to be American history. Though it seems the crusade began only a short time ago, it is recorded to have been born in the mind of man who was long considered the lonely voice in the preservation of African-American historiography.

Carter G. Woodson dubbed "the father of Black History" was a Harvard educated educator who, along with his peers, is credited with the formation of the Association for the Study of Negro Life in 1915. Woodson had become increasingly frustrated with the failure of American textbooks to chronicle the accomplishments of African-Americans. Some of the first black history books" evolved from that frustration, but Woodson's work was frequently rejected by publishers therefore siphoning off much information previously undisclosed to American society.

Though postponed by unyeilding [sic] publishers, much of what is known about Black history is based upon Woodson's research.

As Director of the Association for the Study of Negro Life and History, Woodson was allowed to envelope himself in a profession solely concerned with the contributions of blacks to American life. It stood as the only agency whose purpose it was to preserve the history of African-Americans.

Woodson is additionally credited with the formation of Black History Month celebrated throughout February. The celebration, which began as a period to honor those pioneers in the fields of education, but has expanded to include any professions in which African-Americans have contributed.

The Carter G. Woodson House (his home from 19115 until his death in 1950), 1538 Ninth Street, N.W. now stands as a lasting

tribute to the man who efforts revived a worldwide consciousnessof [sic] Blacks as more than laborers, but as scientists, educators, politicians and anything else they desire to become.

If not for Woodson and his tenacity in ensuring that African-Americans be recognized as much a part of the creation of America as any other group much would have been lost. **In this issue the accomplishments of pioneers in the fields of education, business and entertainment with those in the fields of media and religion to follow during the week of February 25.**

Article 5

Eyes across America tuned in to television stations currently as the Gregory K case made international headlines.

Once the case was termed a "divorce" case, with a child attempting to terminate parental rights, defending attorney Jane Carey knew the case would gain much attention.

Much attention? Media circus would be more appropriate.

Television, newspaper, magazine, radio, cable and satellite media were used to let the world know about the case which they felt was phenomenal, but to Attorney Carey, this was "just another family."

Carey, a partner at the law firm of Morall and Carey, said she has represented hundreds of families in cases from juvenile delinquency to

The Weekly North West Edition
February 26, 1993

Content of front page:

2 teases

1 jump article in red box, large font, with 5.5" x 8.25" color picture

The front page article is more like a giant two sentence tease. No jump page number. The small sized book like paper is delivered weekly free to certain neighborhoods. Claiming a circulation of 300,00.

Article 1

Death may indeed be the great equalizer, but for the beneficiaries left behind--or left out--it can be the opening bell of a battle royal. Dee Rivers reports on the brawl over a cattle baron's millions, the brouhaha that surrounded a beer distributor's ex-wife and the man who, in his absence, tried to preclude his widow from ever again having sex.

The West Orange Times
Thursday, February 18, 1993

Content of front page:

2 stories, 1 with black and white 3.5" x 2", 1 in line box

3 jump stories, 1 news brief form with 2 mini stories in shaded box with index and "words for the day" sermon, 1 with 5" x 4" black and white photo with two sentence caption, 1 with 4" x 6.5" black and white photo with two sentence caption

1 black and white photo 3" x 10.75" with 4 sentence caption plus headline (poor quality photo enlargement)

Index included in news briefs and pearls of wisdom box with drop shadow

1 solicitation article requesting reader volunteers for future articles

3 tease headlines in line boxes with drop shadows

The front page has three high quality photos and one poor enlargement. The only color used was a royal blue date bar and the tease headlines. Small serif font used through out the page except for the daily inspiration sermon which was in italics.

Article 1

More than 50 West Orange property owners met with county officials last week to express their dismay regarding what they feel are inconsistent and unjust zoning changes that have devalued land in this area in the past two years. They got an earful from the courteous but very unhappy crowd.

Before introducing the county officials who had agreed to attend the meeting, Lester Austin summarized the concerns that led to the formation of the new group. He said that, after the freezes of 1981, 1983, 1985 and 1989, citrus growers were astonished to find that, while they were struggling to stay in business, government bureaucrats and environmentalists had slipped in and removed their property rights.

Austin cited specific examples such as the re-zoning of many land parcels to one unit per ten acres and property restrictions based on a gopher hole or some specie of weed. He explained how the arbitrary "urban services boundary" has increase land prices inside the line, decreased land values outside the line, and has made affordable housing non-existent. This has sparked a surge of residential growth on the borders just outside of the county.

All of this has led to a unified effort by a group of West Orange County land owners who are seeking to regain their property rights. He introduced the board of directors of the new not-for-profit organization: Billy Burch, Nelson Ying, Jim Karr, Royal Raidle, Jack Amon and Lester Austin. Attorney Kurt Ardaman has assisted the group in becoming incorporated and in establishing its by-laws.

Austin then introduced each of the county officials, starting with Commissioner Bob Freeman, who promised his future support in obtaining a fair hearing for West Orange Countians in zoning matters.

Bruce McClendon, Orange County's new planning director, McClendon has spent nearly 25 years as a planner and sees his role as being both positive and creative.

"I believe in brainstorming and

Article 2

West Orange County's brand-new hospital, Health Central, opens at the beginning of March, and a special community open house, featuring tours and refreshments will be held this Sunday, Feb. 21, from 1-5 p.m.

Beginning at 12:45 p.m., Tri-County Transit Lynx buses will be available to transport guests to the open house from two locations: east of the hospital site in the Good Homes Plaza parking lot and west of the hospital on the Heller Brothers property next to Express Care on Professional Parkway (just off Maquire Road).

Parking will also be available at Health Central by taking Blackwood Avenue (from Highway 50 or Old Winter Garden Road) to the main entrance. The hospital is located on Highway 50 in Ocoee just west of the East-West Expressway entrance.

For more information, call 296-1806.

Orange County Commissioner Bob Freeman will hold town meetings at 7 p.m. on the following dates:

- March 3 at Southwest Middle School, 6450 Dr. Phillips Blvd.
- March 4 at Orange County Services Building, 475 W. Story Road in Ocoee
- March 10 at John Young Elementary School, 12550 Marsfield Ave.
- March 11 at Orlo Vista Park, 26 N. Nowell Ave.

All interested citizens are invited to attend and address Commissioner Freeman on any issue.

Article 3

Rex V. McPherson II, president of the R.D. Keene Trust and treasurer of Winter Garden Citrus Products Co-Op, was appointed by Governor Lawton Chiles earlier this month to the Florida Citrus Commission. His three-year term is due to commence on June 1.

McPherson, a graduate of Vanderbilt University with an MBA from the Crummer School at Rollins College,is responsible for managing citrus groves in this area as well as in Hendry, Glades and Highlands counties.

Among many professional and civic roles, he served as chairman of the board of the Orlando Regional Healthcare System from 1988-1990.

In discussing the challenge currently facing the Florida Citrus Commission, McPherson said, "The question is how we in the citrus industry can achieve success in such troubled economic

times? The best approach is summed up by the way the Chinese write 'crisis'--using the two characters, danger and opportunity."

He added, "The citrus industry is facing fundamental changes which threaten our existence. And yet there are global opportunities available for our longterm salvation. We as an industry must move quickly to seize those opportunities."

Article 4

A dedication ceremony for the new Gotha Post Office facility will be held this Sunday, Feb. 21, at 2 p.m. It will be followed by open house until 4 p.m., and will include refreshments and tours of the new building. Everyone is invited.

The ceremony will feature a flag raising by the Boy Scouts, the national anthem by Sheila Veatch, and an invocation by the Rev. Doug King, pastor of Park Ridge Baptist Church.

Postmaster Jean Hurst will introduce the guests and Kathy Longoria, manager of post office opening will be in charge of the dedication. The ribbon will be cut by Kurt Ardaman, president of the Gotha Chamber of Commerce.

Article 5

SunBank will soon achieve a longtime goal as it adds two new offices in West Orange. As soon as the federal regulators give their approval, SunBank will take over the First Federal/Osceola facilities in Winter Garden and Ocoee.

These offices, which had combined deposits of about $40 million as of the end of last year, were slated to be closed at 4 p.m. on April 15. Now, as a result of the agreement reached last week, SunBank will acquire the deposits of First Federal/Osceola. Its hope is to have the present FFO staffers become part of the SunBank team.

"This acquisition fulfills a longtime SunBank goal," said Dan Mahurin, executive vice president of community banking. Mahurin, who is in charge of more than 66 SunBank offices in Orange, Osceola, Seminole, Lake and Brevard counties, has been planning to open offices in Winter Garden and Ocoee for many years.

"We see this as a win-win situation for West Orange and for SunBank," Mahurin said last week. "We're not coming as an additional financial institution but as a replacement for another which is leaving the area."

If is also a "win" situation for the present FFO staffers. Mahurin came out last week to host a breakfast

USA TODAY
Tuesday, January 19, 1993

Content of front page:

31 tease, 6 with captioned color photos (1.25" x 1.75" with red banner, 1.75" x 1.75 with yellow banner, 1.5" x 1.5" with color graphic seal, 1.5" x 2.25", 3.25" x 2", 1.5" x 1.25")
1 story
4 apparent jump stories, 1 topic (Iraq strike) had two stories--1 color photo 7" x 5", multi-colored graphic map--1 story in yellow shaded line box.
Lines between all columns
Index 6 items headline on blue bar
Weather snapshot with color graphic
1--900 information hot line on blue color bar
1 subscription 800 hot line in red footer bar
Blue header bar, blue USA TODAY logo banner, red and yellow in teases, 6 teases about inauguration set off in graduated light blue shaded box with red frame including two color photos and one color graphic logo

Page looks very busy. Color pictures draw attention and continue to distract reading. Colors, photos, and graphics are very attract and appropriate for subjects. Small serif font is used for story texts. Headlines vary in font size, font style, and letter case. Tease lines are so numerous that functioning more like index lines than tease lines. Only the two Iraq articles have subheadlines. Reporters were all USA TODAY staff. Four pictures were obtained from the AP wire service. USA TODAY has offices through the world permitting diverse staff coverage of events requiring few acquisitions of copy or photographs.

The term apparent jump articles are actually an index for related articles. They appear at the end of each story as though they were jumps. The referenced articles on subsequent pages cross-reference back to the previous article(s).

Article 1

U.S.-led coalition forces Monday hit missile and communication bases in a second consecutive day of air strikes on Iraq--raising questions about future military action.

About 75 U.S., British and French warplanes hit a half-dozen air-defense sites in northern and southern Iraq and reportedly downed an Iraqi MiG-25. Iraq claimed 21 people were killed.

Iraq's U.N. ambassador predicted more attacks--but said he hopes president-elect Clinton will halt the action.

"We are expecting the worst," said Ambassador Nizar Hamdoon. "A new climate brings up new ideas, new approaches. I see the confrontation as a clash of wills between the two leaderships," President Bush and Saddam Hussein.

But Clinton, speaking to foreign diplomats at Georgetown University, warned: "America's resolve during this transition period will not waver. . . . I ask each of you to emphasize this to your own governments."

The Pentagon said Monday's attacks--to mop up targets missed earlier--had mixed results. While claiming to have neutralized

Iraq's radar, U.S. officials said some missille launchers again escaped harm.

The Pentagon also conceded that a Tomahawkk cruise missile fired on an Iraqi nuclear parts plant Sunday was likely knocked off course by Iraqi artillery. The missile sstruck al-Rasheed Hotel in downtown Baghdad, killing two employyees and injuring a journalist.

Russian officials warned the U.S. against any further strikes without U.N. authority.

In a note to the State Department, Foreign Minister Andrei V. Kozyrev said, "The situation has come to a critical stage" and termed civilian casualties "especially regrettable."

In New York, the U.N. debated sending 3,000 troops to protect the new Iraq-Kuwait boundary.

Article 2

Like a "mental muscle" that flexes better with workouts, the brain is changed by education and a stimulating adult life, new evidence suggests.

This physical change promotes an even greater capacity to learn, while the poorly educated who lead mentally inactive lives show signs of ever-decreasing ability, scientist say.

"It's definitely a case of "use it or lose it" . . . you have to stay mentally active to keep that anatomical edge you get from a college education," says Bob Jacobs, UCLA Medical School.

Jacobs measured the length of neurons that bring information to brain cells and promote sophisticated processing.

The longer the dendrites, the more information the brain is believed capable of receiving and understanding. Dendrite lengths varied up to 40%:

- Longest. College-educated who were mentally active all their lives at home and work.
- Shortest. High school dropouts who were mentally unchallenged at home and work.
- In between. College-educated who led mentally inactive lives, and less-educated who pursued more challenges.

Overall, dendrites shrank with age, but a vigorous mental life minimized that decrease.

It's unlikely that dendrite length in childhood predisposes people to seek stimulation, says Jacobs. Animal research shows the environment can shape brain development.

Article 3

The message to Saddam Hussein--simple and direct--was scrawled on the side of a one-ton U.S. bomb dropped this week on Iraqi soil: "Get the hint, stupid!"

But Saddam deliberately ignores the hint!

Two years after the gulf war, neither U.S. bombs nor political bluster have swayed the recalcitrant Iraqi leader from thumbing his nose at U.N. sanctions.

As President Bush prepares to step down, allied bombs continue to fall on Iraq, putting president-elect Clinton--and the U.S. public--smack against the ugly lesson of Vietnam, where an unpopular war dragged on too long in the name of preserving U.S. interests.

Where is the deadly cat-and-mouse game in Iraq heading and what options does the new president have?

Retired admiral William Crowe, who will head Clinton's Foreign Intelligence Advisory Board, says Saddam is "not going to step down from power because we tell him to. We would really have to do something dramatic to get him to do that. We can get him to remove missiles, allow flights by

Article 4

California gets a reprieve today from storms that have drenched the state, but experts said Monday there's plenty more coming.

Climatologists cite a lingering El Nino--an unusual warming of the Pacific Ocean near the equator--as the cause of the drought-breaking precipitation.

"El Nino conditions are likely to persist . . . into the spring," says Tom Murphree of the Naval Postgraduate School in Monterey, Calif.

Los Angeles normally gets 14.77 inches of rain between July 1 and the next June 30. Less than seven months into the season, it's already beaten the normal annual rainfall.

Almost 11 inches have fallen so far this month alone.

"We're now the third wettest January on record," says Scott Entrekin of the National Weather Service here.

But water officials say they'll need more before proclaiming the 7-year drought over.

"With all this precipitation, all this wonderful snow, our major reservoirs are still below normal," says Bob Gomperz of the Metropolitan Water District, a water wholesaler.

Still, there's not much sympathy these days for people moaning about drought.

Even in Santa Barbara, the state's hardest-hit dry spot, Fire Battalion Chief Keith McGrew says "We're ready to slow off a little bit."

Article 5

NBC is thanking America's Team for an expected rating pop from the Jan. 31 Super Bowl.

The Dallas Cowboys rang up a super 32.9 overnight rating for Sunday's 30-20 NFC title win against the San Francisco 49ers.

Combine that with the AFC champion Buffalo Bills in their third straight Super Bowl, and NBC may have the largest Super Bowl audience in four years--almost 120 million viewers.

That's because when national ratings are out later this week, CBS' Cowboys-49ers could be the highest-rated NFC title game since the two teams met in 1982.

Dallas, says CBS' John Madden, is "like the Raiders and Muhammad Ali. You loved them or hated them, but you watched."

APPENDIX B

RIGHTWRITER® HARDCOPY SAMPLE

Article 1--Rightwriter® Printout

Theodore C. "Ted" Pope Jr. and a small metro Orlando investor consortium plan to break ground this summer on a $100 million, 2,735-acre adult residential and recreational complex at the edge of the Ocala National Forest 40 miles north of Orlando in Lake County.<<*_S4. IS SENTENCE TOO DIFFICULT? *>><<*_S3. LONG SENTENCE: 42 WORDS *>>

"It will be first class all the way," Pope says.

The "first class" is a reference to an investigation into the Orlando Utilities Commission's travel expenses last June that led Pope to retire as executive vice president and general manager after serving OUC for 33 years.<<*_S4. IS SENTENCE TOO DIFFICULT? *>><<*_S3. LONG SENTENCE: 35 WORDS *>> He set up a utilities consulting business, Ted Pope Enterprises.

Now Pope is in the real estate business. Called the St. Johns Reserve, Pope's project is being built<<*_S1. PASSIVE VOICE: being built *>> as a planned unit development within the rural village concept outlined by the Florida Department of Community Affairs.<<*_S4. IS SENTENCE TOO DIFFICULT? *>>

The project is expected<<*_S1. PASSIVE VOICE: is expected *>> to take 20 years to build out. It is 30 miles from Daytona Beach and 40 miles north of Orlando at Crows Bluff, a blip on the map at the intersection of County Roads 42 and 44 on the St.<<*_S4. IS SENTENCE TOO DIFFICULT? *>><<*_S3. LONG SENTENCE: 29 WORDS *>> Johns River on the outskirts of Deland.<<*_G2. IS THIS A COMPLETE SENTENCE? *>>

Pope says he has "a 20 percent equity interest" in the project that could grow higher when the East Lake Utilities facility

<<** SUMMARY **>>

The document ARTICLE1.OBJ was analyzed using the rules for General Business writing at the General Public education level. It is a WordPerfect® document. The marked-up copy is stored in the file ARTICLE1.OUT.

READABILITY INDEX: 9.68

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4th        6th       8th       10th      12th      14th
  |****|****|****|****|****|*** |    |    |    |    |
SIMPLE       | ------ GOOD ----- |              COMPLEX
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Readers need a 10th grade level of education.

The Flesch Index for this document is : 57.516

The Fog Index for this document is : 10.512

Number of Words in Document: 209
Number of Unique Words in Document: 135
Number of Words within Sentences: 179
Number of Sentences: 10

Number of Syllables: 324
Average Number of Syllables/Word: 1.550
Average Number of Words/Sentence: 17.900
Number of End of Line Characters in Document: 5
Number of Printable Characters in Document: 985

STRENGTH INDEX: 0.30

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0.0                        0.5                        1.0
  |****|****|****|    |    |    |    |    |    |    |
WEAK                                                STRONG
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The writing can be made more direct by using:
- the active voice
- shorter sentences

DESCRIPTIVE INDEX: 0.27

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0.1                  0.5                  0.9      1.1
  |****|**  |    |    |    |    |    |    |    |    |
TERSE  | ---------- NORMAL ---------- |          WORDY
```

The use of adjectives and adverbs is normal.

JARGON INDEX: 0.00

SENTENCE STRUCTURE RECOMMENDATIONS:
14. Many prepositional phrases are used.

<< WORDS TO REVIEW >>

Review this list for words that may confuse your message. These include words that are negative, frequently misused, colloquial, or jargon. As you review each word, think of its effect on the reader.

1 2,735acre (Not widely understood)
1 blip (Not widely understood)
1 concept (Often misused)
1 consortium (Not widely understood)
1 intersection (Possible jargon)
1 metro (Not widely understood)
1 ouc (Not widely understood)
1 outskirts (Not widely understood)
1 recreational (Possible jargon)
1 rural (Not widely understood)

<< END OF WORDS TO REVIEW LIST >>
<<** END OF SUMMARY **>>

APPENDIX C
Correlation Results

PEARSON'S PRODUCT MOMENT CORRELATION
for Flesch Kincaid with Flesch

No. of pairs of scores	7
Sum of scores on 'X'	74.69
Sum of scores on 'Y'	364.11
Sum of squared scores on 'X'	804.32
Sum of squared scores on 'Y'	19079.83
Mean of 'X' scores	10.67
Mean of 'Y' scores	52.02
Sum of 'X' x 'Y'	3856.39
Pearson's *r*	-0.89
Degrees of freedom	5

PEARSON'S PRODUCT MOMENT CORRELATION
for Flesch Kincaid with FOG

No. of pairs of scores	7
Sum of scores on 'X'	74.69
Sum of scores on 'Y'	81.75
Sum of squared scores on 'X'	804.32
Sum of squared scores on 'Y'	965.28
Mean of 'X' scores	10.67
Mean of 'Y' scores	11.68
Sum of 'X' x 'Y'	880.29
Pearson's *r*	0.91
Degrees of freedom	5

PEARSON'S PRODUCT MOMENT CORRELATION
for Flesch with FOG

No. of pairs of scores	7
Sum of scores on 'X'	364.11
Sum of scores on 'Y'	81.75
Sum of squared scores on 'X'	19079.83
Sum of squared scores on 'Y'	965.28
Mean of 'X' scores	52.02
Mean of 'Y' scores	11.68
Sum of 'X' x 'Y'	4221.26
Pearson's *r*	-0.81
Degrees of freedom	5